

Rep Order# 6849246 Ver# 1 Status New Traffic Order# Printed: 09/04/2012 4:02 PM 1 of 2

EC'd Yes Last Received: 09/04/2012 2:10 PM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency () CROSSROADS MEDIA Rep Firm
Advertiser () AMERICAN CROSSROADS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA
Product American Crossroads ALEXANDRIA, VA 22314 Salesperson () ANJIE BRADY
Estimate# 943 Agency C/P1/P2/E 11/27/943
Buyer Stephanie Maroney Flight Dates 09/05/2012 - 09/14/2012 Salesperson Phone# 215-567-6005
Phone# Hiatus Weeks Salesperson FAX# 215-567-5938
Fax#

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---

THIS IS A NEW CONTRACT
TOTAL 3,100
PLS CONFIRM ASAP
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/07-09/07	1	1	1	\$300.00	
	2	TU	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/11-09/11	1	1	1	\$300.00	
	3	F	12P-1P	WAVY NEWS 10 @ NOON	:30	\$300.00	09/14-09/14	1	1	1	\$300.00	
	4	F	10P-11P	DATELINE	:30	\$1,600.00	09/14-09/14	1	1	1	\$1,600.00	
	5	SA	330P-7P	NOTRE DAME FOOTBALL 90TO 9/8/12)	:30	\$600.00	09/08-09/08	1	1	1	\$600.00	

---REPORT TOTALS---

Report Totals: 5 / \$3,100.00

---SALES MONTHLY TOTALS---

Sep 12: 5 / \$3,100.00
Sales Totals: 5 / \$3,100.00
Station Totals: 5 / \$3,100.00
Lines not sent/rcld/rtrn: 0 / \$0.00

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66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
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Rep Firm
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Salesperson () ANJIE BRADY
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--COMPETITIVE--

Market Totals	\$17,222	CATV 0%	WAVY 18%	WGNT 0%	WPXV 0%	WTKR 47%
		WTVZ 0%	WVBT 35%	WVEC 0%		

--COMPETITIVE COMMENTS--

COMPETITIVE IS ESTIMATED

Books NOV10, MAY11, ENOV11

Demos RA35+

-- CREDIT RISK --

CASH IN ADVANCE